

**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL  
TOOLS BY PERSATUAN PENGGUNA ISLAM MALAYSIA TO  
CREATE PUBLIC AWARENESS**

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**Submitted in Partial Fulfillment  
Of The Requirement for the  
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**APRIL 2009**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
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**I, SURETMI BINTI SUDIRMAN, (861026-12-5130)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_



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## TABLE OF CONTENT

Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
Table of Content	v
List of Tables	ix
List of Figures	x
Abstract	xi

### CHAPTER 1 - INTRODUCTION

1.0	Introduction	1
1.1	Background of the Study	1
1.2	Background of Persatuan Pengguna Islam Malaysia (PPIM)	2
1.3	Problem Statement	3
1.4	Research Objective.	5
1.5	Research Question	6
1.6	Theoretical framework	6
1.7	Hypothesis	8
1.8	Significance of Study	10
1.9	Scope of Study	12
1.10	Limitation of Study	12
1.11	Definition of Terms	14

**CHAPTER 2 – LITERATURE REVIEW**

2.0	Introduction	17
2.1	Promotion	18
2.2	Promotion Effectiveness	20
2.3	Promotional Mix	20
2.3.1	Advertising	22
2.3.1.1	Newspaper	23
2.3.1.2	Radio Commercials	24
2.3.1.3	Internet	25
2.3.2	Personal Selling	26
2.3.3	Public Relation / Publicity	27
2.4	Conclusion	29

**CHAPTER 3 – RESEARCH AND METHDOLOGY**

3.0	Introduction	30
3.1	Research Design	30
3.2	Data Collection Method	31
3.1.1	Secondary Data	31
3.1.1.1	Internal Resources	32
3.1.1.2	External Resources	32
3.1.2	Primary Data	32
3.2.2.1	Questionnaires	33
3.3	Survey Instrument	33
3.3.1	Questionnaires Design	
3.3.1.1	Dichotomous question	34
3.3.1.2	Likert Scales	34

## ABSTRACT

Promotion is very important to the organization whether it is profit or non-profit organization. This is because a good promotion may promise a good feedback from public and also the potential members towards the services that they offered to public especially for Muslims. This study focuses on "The Effectiveness of Promotional Tools by Persatuan Pengguna Islam Malaysia (PPIM) to Create Public Awareness". The objective is to determine the promotion tools that have given the greatest exposure to PPIM and also to establish the relationship between promotional mix and the effectiveness of promotional tools that had been implemented by PPIM.

The sampling technique that has been used was the non probability sampling where 50 respondents were choose by the researcher using simple random sampling from PPIM database to answer the questionnaires.

Besides that, correlation was conducted to determine the correlation between the promotional mix and the effectiveness of promotional tools. Findings in the study showed that advertising has given the big impact to PPIM and it is the most effective promotional tools. Meanwhile, the result shows that personal selling is the ineffective promotional tools.